ABSTRACT OF THE DISCLOSURE

A multimedia messaging service provider application programming interface comprising a service provider registers with a common service provider server; multiple CPE's (customer premises equipment) register with the common service provider; the service provider server transmits at least one multimedia message and the related info for the multiple CPE's to the common service provider; the common service provider decides whether the multiple CPE's whose info was transmitted by the service provider server are registered; and then the common service provider notifies an MMS Server to send at least one MMS through a common network to the multiple CPE's. One MMS can be sent to multiple CPE's, so that the complexity of service provider servers is reduced and the flexibility of service and server design is increased for service providers.